

Rep Order# 6844804

Ver# 3

Status Revised

Traffic Order#

Printed: 08/28/2012 8:02 AM

1 of 2

EC'd Yes

Last Received: 08/27/2012 11:41 AM

Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () PRIORITIES USA ACTI

Product PRIORITIES USA

Estimate# 1560

Buyer CASEY BESSETTE

Phone#

Fax#

Agency () MUNDY KATOWITZ MEDIA INC

1322 G. STREET SE

WASHINGTON, DC 20003

Agency C/P1/P2/E 321/340/1560

Flight Dates 09/11/2012 - 09/17/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=*

-- REMARKS --

VER 3 ISSUED TO REV PRGM LN 31

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|-----|-----|--------|----------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *31 | SU | 12A-1A | LEVERAGE | :30 | \$150.00 | 09/16-09/16 | 1 | 1 | 1 | \$150.00 | |
| Buyline Comment: REVISE PRGM | | | | | | | | | | | | |
| Sales Remark: V3 REVISE PRGM | | | | | | | | | | | | |
| V3 Program Name Change, Comment Changed | | | | | | | | | | | | |

--REPORT TOTALS--

Report Totals: 1 / \$150.00

--SALES MONTHLY TOTALS--

Sep 12: 31 / \$18,950.00

Sales Totals: 31 / \$18,950.00

Station Totals: 31 / \$18,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

| | | | | | | |
|---------------|----------|---------|----------|----------|---------|----------|
| Market Totals | \$57,424 | CATV 0% | WAVY 33% | WGNT 6% | WPXV 0% | WTKR 23% |
| | | WTVZ 4% | WVBT 8% | WVEC 26% | | |

--COMPETITIVE--

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

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| | | |
|---------------------------------------|--|----------------------------------|
| Station WAVY-TV NORFOLK, VA. | Agency () MUNDY KATOWITZ MEDIA INC | Rep Firm |
| Advertiser () PRIORITIES USA ACTI | 1322 G. STREET SE | Sales Office () PHILADELPHIA |
| Product PRIORITIES USA | WASHINGTON, DC 20003 | Salesperson () ANJIE BRADY |
| Estimate# 1560 | Agency C/P1/P2/E 321/340/1560 | Salesperson Phone# 215-567-6005 |
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| Phone# | Hiatus Weeks | |
| Fax# | | |

--- CREDIT RISK ---
CASH IN ADVANCE